

ABSTRACT

Andika, Mei. Thesis 2012. Title: "Analysis of the Factors that Affect Customer Satisfaction in Alfamart Minimarket Malang".

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Keywords: Factors, Customer Satisfaction, Alfamart Minimarket.

Background research is the development of modern retail business in this minimarket in the community. The more years minimarket Alfamart growing rapidly in Indonesia. The longer the public is increasingly dissatisfied with the service at the show by Alfamart. Evidently, in the year 2012 was awarded the Superbrands Alfamart just in 2012 in the category of mini-mini as the most desirable communities. Superbrands is a Internasional agency that evaluates a number of brands and brand positioning in more than 90 countries. Besides awarded Superbrands 2012, also won the award previously Alfamart CSR Award in 2011 from one of the leading national media.

This type of research is quantitative research. The sampling technique that is simple random sampling techniques (sampling of the population is done randomly without regard to the strata that exist in this population) of 85 respondents from customers Alfamart minimarket. For data collection techniques used were interviews and questionnaires. While the analytical tools used in this study is to test the validity and reliability of the instrument, as well as by factor analysis in SPSS version 15.0

The end result of this analysis in mind there are five factors on customer satisfaction Alfamart minimarket in Malang. The first factor consists of the location contained in housing or residential (X5.1), the location of the home to human settlements (X5.3), responsiveness (responsive) (X2.3), physical evidence (tangibles) (X2.1), and strategic location (X5.2). The second factor consists of a guarantee (assurance) (X2.4), close to support facilities (X5.4), empathy (emphaty) (X2.5), and reliability of service (reliability) (X2.2). The third factor consists of product reliability (reliability) (X1.2), resistance or durability (durability) (X1.3), and the diversity of products (features) (X1.1). The fourth factor consists of the price according to quality (X4.3), Following the price of a rival (same) (X4.2), and competitor pricing below the price (cheaper) (X4.1). The fifth factor tersiri of confidence in the admiration of others (X3.2) and pride (X3.1).